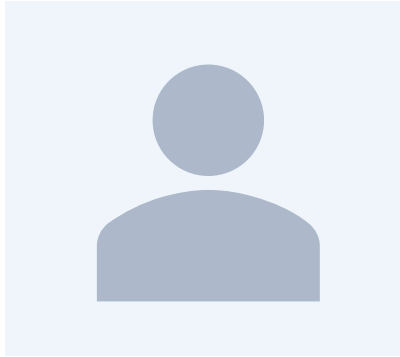


CLIENT PERSONA WORKSHEET TEMPLATE

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PERSONA PHOTO

| QUOTATION |
|----------------------------|
| |
| NAME |
| |
| AGE |
| |
| GENDER |
| |
| LOCATION |
| |
| OCCUPATION |
| |
| JOB TITLE |
| |
| HIGHEST LEVEL OF EDUCATION |
| |
| ANNUAL INCOME |
| |

| GOALS AND MOTIVATIONS |
|-----------------------|
| |

| SALES OBJECTIONS |
|------------------|
| |

| CHALLENGES AND OBSTACLES |
|--------------------------|
| |

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